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AUG 18 2004

DATE: August 18, 2004
TO: Examiner Daniel Lastra
FIRM: USPTO, Group Art Unit 3622
FAX #: (703) 872-9306
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FROM: Jon A. Gibbons

**TOTAL NUMBER OF PAGES: 17
(INCLUDING THIS PAGE)**

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MESSAGE:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Reiner KRAFT et al.

Serial No.: 09/757,901

For: *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH
INTEGRATION OF PHYSICAL LOCATION USING GPS*

Enclosed are the following:

Transmittal letter (1 pg.); and Response With Amendment (15 pgs.)

Docket No.: ARC9-2000-0048-US1

110-A00-005

August 18, 2004

CONFIDENTIALITY NOTE: THE INFORMATION CONTAINED IN THIS TRANSMISSION IS LEGALLY PRIVILEGED AND CONFIDENTIAL, INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY NAMED ABOVE. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION, OR COPYING OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU RECEIVE THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE (COLLECT) AND RETURN THE ORIGINAL MESSAGE TO US AT THE ABOVE LISTED ADDRESS VIA THE U.S. POSTAL SERVICE. WE WILL REIMBURSE YOU FOR POSTAGE AND/OR TELEPHONE EXPENSES INVOLVED. THANK YOU.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of : Atty. Docket No. ARC9-2000-0048-US1
 Reiner KRAFT, et al. : Group Art Unit: 3622
 Serial No. 09/757,901 : Examiner: Daniel LASTRA
 Filed: January 10, 2001 : Confirmation No. 8326
 For: **PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH
 INTEGRATION OF PHYSICAL LOCATION USING GPS**

TRANSMITTAL

MS NON-FEE AMENDMENT

Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

SIR:

Transmitted herewith is a response with amendment in the above-identified application:

[X] No additional filing fee is required.

The fee has been calculated as shown below. *(Small entity fees indicated in parentheses.)*

CLAIMS AS AMENDED						
(1)	(2)	(3)	(4)	(5)	(6)	(7)
	Claims Remaining After Amendment		Highest Number Previously Paid For	Extra Claims	Rate	Fee
Total Claims (Small Entity)	15	-	22	0	18.00 (9.00)	0
Independent claims (Small Entity)	4	-	6	0	86.00 (43.00)	0
Multiple Dependent (Small Entity)	0	-	0	0	290.00 (145.00)	0
Extension of Time Fee (Small Entity)	One Month \$110 (\$55)		Two Months \$420 (\$210)	Three Months \$950 (\$475)		0
Total						\$0.00

XX The Commissioner is hereby authorized to charge any required fees to Deposit Account No. 09-0441.

Respectfully submitted,

Date: 8/18/04

By:

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